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CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTY-SECOND YEAR OF PUBLICATION 1915-1957

FIRST WITH THE FILM NEWS IN CANADA

RAY LEWIS
FOUNDER
1915-1954

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Canadian Trade Papers Merged!

By JAY L. SMITH

This is undoubtedly the most difficult column I have had to write in the two years and eight months since I took over as Editor and Publisher of The Digest, upon the death of my late mother, Ray Lewis. It is the most difficult, because it is my last. In the past three years, when writing the weekly column, which I have honestly and sincerely enjoyed, there was always the saving thought, that if I pulled a "boner", or muffed a quote, I could always correct it, with a suitable apology, in the following week's issue, or at a later date.

This time, that "insurance" clause is missing, and any errors, or omissions that appear in this week's column, will have to stand, for with this issue, the Canadian Moving Picture Digest ceases publication, after 41 years of continuous service to the Motion Picture Industry in Canada.

Those of you reading this column, who are my personal friends, know only too well, the sad circumstances under which I returned to Canada from Phoenix, Arizona, to take over as Editor and Publisher of The Digest. You also know, that it was never my intention to remain in Toronto permanently due to a health problem of bronchial asthma which I have had almost all of my life.

I am deeply grateful for the support and consideration which the Industry has given me, and The Digest, since the untimely passing of my beloved mother, and illustrious predecessor. I have never made any pretence of filling the footsteps of Ray Lewis. I know, as well as all of you, that

(Continued on Page 4)

After 41 Years Of Publication The Digest Sold To Film Weekly

Toronto: A joint announcement was made this week by N. A. Taylor and Hye Bossin, President and Vice-President respectively of Film Publications of Canada Limited, publishers of the Canadian Film Weekly, and Jay L. Smith, Editor and Publisher of the Canadian Moving Picture Digest, to the effect that Film Publications of Canada Limited have purchased all the shares of the Canadian Moving Picture Company Limited, and commencing with next week's issue, will incorporate The Digest with the Film Weekly.

(See MERGER Page 4)

Academy Award Nominees Named

Hollywood: Nominations for the 29th annual Academy Awards were announced here Monday night by the Academy of Motion Picture Arts and Sciences. Nominated for the Best Picture of 1956 are:

(See NOMINATIONS Page 5)

RKO HALTS ALL CAN. NEGOTIATIONS

New York: According to an official announcement made here last week by Daniel T. O'Shea, RKO president, RKO Radio Pictures has not concluded any deal with Empire-Universal Films, Ltd., for distribution of its product in Canada, and in fact no discussions are being made with any organization at the present time for taking over the RKO franchise in the Dominion. This confirms the story as published in The Digest, issue of February 2.

Frank Lawson Named Assistant To Charles Mason At JARFD

Toronto: Frank Lawson, Manager of the Odeon Danforth, Toronto has been named as assistant to Advertising and Publicity Director, Charles Mason of J. Arthur Rank Film Distributors.

In announcing the appointment, General Manager Frank Vaughan said that the reason for creating the new position, was to increase the scope of the publicity department and afford Charles Mason more opportunities to visit exhibitors and press representatives across the country.

(See FRANK LAWSON Page 4)

Six Tagged "Adult"

Toronto: The Ontario Board of Moving Picture Censors has classified the following features as Adult Entertainment: "The Great Man", "A Woman's Devotion", "Four Boys and a Gun", "Guilty", "Runaway Daughters" and "Wicked As They Come".

Jolley Addresses Service Clubs

Toronto: Arch H. Jolley, executive secretary of the MPTAO, spoke Feb. 7 at a joint meeting of the three service clubs in Paris, Ont., at the White Horse Inn when a gathering of eighty members heard his address on the subject of "What a theatre means to a community." He was introduced by Kent Craig of Hamilton who recently took over the Capitol Theatre, Paris, which had been closed for nine months.

Controversal Films Run Over CBC-TV

Toronto: The Canadian Broadcasting Corp. announced that it has decided to book for its television network a National Film Board picture called "The Street" which deals with the rehabilitation of a prostitute, but the program would be shown as a "late movie" when juveniles should be in bed. The CBC also plans on getting a TV film series from the United Kingdom in one sequence of which the birth of a human baby is

(See CBC-TV Page 4)

UA Releasing 23 Pix In 5 Months Including 10 Blue Chip Specials

New York: William J. Heineman, United Artists Vice-President in charge of distribution, announced at the opening session of the 1957 sales convention in New York that the company will launch a new "blockbuster" releasing program next month that will place 10 blue chip features in distribution from March through July.

This represents the greatest concentration of top quality product ever released by UA in a five-month period and approximately doubles the past rate of "blockbuster" distribution.

(See UA BLOCKBUSTER Page 5)

Another Bomb Hoax

Ottawa: For the second time in a month a theatre in Ottawa had a bomb scare on Feb. 9 when Manager Frank Gallop of the Centre, owned by Don Stapleton, received an anonymous telephone call which warned that the structure would be blown up at 10 P.M.

(See BOMB HOAX Page 4)

Academy Award Sweepstakes Now On. All Exhibitors Are Urged to Contact Their Regional Chairmen For Full and Complete Information. Contest Closes March 23.

HE OWNS "TEN THOUSAND BEDROOMS"!

A SLYFUL EYEFUL!

Not since coins were tossed in that fountain has a picture, filmed in the beauty of Rome, had so much bouncy, youth-propelled entertainment. A young hotel tycoon (*Dean Martin's first solo starring role*) skillfully plans romances for three gorgeous sisters so that he can marry the fourth. The backgrounds of Rome are exquisite, the foregrounds of the sisters are divine, the songs are whistle-bait and fit the romantic, uproariously funny (*and very sly*) story to perfection.

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Across the Country

Toronto

The Famous Players' Tivoli Theatre, Windsor, was the scene Sunday afternoon, Feb. 10, of a recital by the Windsor Symphony Orchestra, the guest soloist being Tony Ginter, Czechoslovakian violinist who has been a member of the Hart House string group, Toronto, under the direction of Dr. Boyd Neal.

• • •

Before opening at the Avenue Theatre, Toronto, "Spring Thaw '57" the New Play Society's production now in its 10th year, has been making a tour of theatres in Ontario, including the Odeon Palace at St. Catharines, next at the Palace at Hamilton, which is another Odeon unit, and the Grand, London, as well as Guelph and elsewhere.

• • •

Manager Jim Chalmers of the Odeon Theatre, Ottawa, went all out in his exploitation for "A Lamp Is Heavy." All off-duty nurses at the Civic and General Hospitals were guests of the theatre on opening day, there was a special display of original paintings by William Zuro of nearby Stittsville, and the novel on which the feature is based was exhibited in the windows of booksellers. Also on the program was "Trooping the Colors" in observance of the fifth anniversary of Queen Elizabeth's accession to the throne.

• • •

Joe Paul, manager of the Paramount Theatre, Brantford, is a member of a panel which has been organized to discuss the subject, "Censorship — Good or Evil", at the YMCA in the Telephone City on Feb. 27. Others on the panel are Thomas Blower, deputy chief of police, and Cyril Sanders, editor of the Brantford Expositor.

• • •

After three weeks at the Odeon Theatre, London, "Friendly Persuasion" moved over to the Hyland Theatre for the continued engagement in that city. At the London Odeon an added attraction for one night was "Lloyd Wright's Radio Rangers" during the run of "The King and Four Queens".

• • •

Display advertisements for mail-order purchase of tickets for two screen attractions at Detroit theatres are appearing in Western Ontario in a bid for patronage from the Canadian side. One is the Todd-AO production "80 Days Around the World" at the Detroit Music Hall and the other is "The Ten Commandments" at the Madison Theatre where prices scale up to $2.75.

Winnipeg

A two month extension has been granted to the distributors to file an appeal against the banning of the controversial Hollywood movie "Baby Doll," it was announced by P. J. A. Fleming, Chairman of the Alberta Film Censor Board in Edmonton. The Board banned the movie in January. The distributors have until the middle of April to appeal.

• • •

Associated Theatres have taken over the buying and booking for the Hamiota Theatre, Hamiota, Man., and the Circus Drive-In, Wilkie, Sask.

• • •

Visitors to Film Row included Sam Holmberg, Sturgis, Sask., O. Wintonyk, Northern Drive-In, Swan River; Nat Freedman, Circus Drive-In, Wilkie, Sask., J. Whyte, Hamiota, Man., Mr. and Mrs. Morris, Auditorium, Virden, L. Kliman, Holland, Man.

• • •

The Roxy Theatre, Uranium City, Sask., has been replaced by the Aurora Theatre.

• • •

Fred Pflug, of the Memorial Theatre, Broadview, Sask., spent a few days in the City, prior to leaving for a visit to his native Germany.

"Baby Doll" advertising has been completely banned in Saskatchewan.

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"War and Peace" played six days in Dauphin, Man., holding three days over their usual playing time.

• • •

Comic Books are still playing a big part in the kiddie's matinees held at the Tower, Palace, Paris and Valour Theatres, Winnipeg.

• • •

Two houses in Alberta commence BINGO very shortly — the Rainbow Theatre in Calmar, and the Community Theatre in Gleichen. The theatre at Cavalier, Sask., has also gone to BINGO — while the Pickle Crow Theatre, Pickle Crow, Ont., is using the unique punch-out BINGO cards, designed especially for theatres.

Vancouver

Once again this town proves that strong product and good publicity will get the customers out of the homes and into the theatres. First runs are enjoying exceptionally healthy grosses. "The Girl Can't Help It," "Lust for Life" and a 5th week of "Friendly Persuasion" are all capacity, and hold over. With "The Ten Commandments" and "Oklahoma" due in the next few weeks, it looks like happy days are here again. Surprise business is being done on a return visit of "Rebecca" at the small-seat Studio.

• • •

Jim Moore, manager of the Odeon-Fraser, is building up his week-end biz, using a 30-minute stage show on Friday nights (late shopping), and making use of local talent.

• • •

The B.C. Censor Board have rejected "Woman of Rome" for showing in the province. Local newspapers are still getting plenty of letter to the editors re "Baby Doll" banning. The Mount Baker theatre in Bellingham, Wash., now showing "Baby Doll," are using the Vancouver papers to advertise the film, and are drawing plenty of Canadian patronage.

• • •

Sid Moskuluke of Gayland Amusements, and part owner of the Surrey, B.C. Drive-In, passed away suddenly. He was 54.

• • •

Bob Cringan, Calgary manager for 20th-Fox, and his salesman, Jack Gow, have both quit the company after their return from the Fox convention in Toronto.

• • •

Two-a-day showings for all bigger pictures were foreseen by the trade here, with exhibitors having troubles fitting the long pictures into their twelve-hour running schedules. They feel the middle show of the three is a total loss, and one they could do without, with no loss of revenue. "The Ten Commandments" is expected to play on a two-a-day basis at the Strand when it opens in March.

• • •

Jack McNicol, who quit F-P when manager of the Columbia, New Westminster, is now in California working for a finance company in the movie capitol. Cecil Cameron who replaced him at the Columbia is a former manager of a Hollywood circuit theatre.

• • •

A resident of B.C. for over 72 years, Samuel Creech, father of Stanley Creech, owner of the Skyway Drive-In at Kamloops, B.C., died at Richmond, B.C., recently.

• • •

Night shopping in Vancouver, Edmonton and Calgary, is certainly aiding the theatres, with considerably upped attendance where managers aim exploitation stunts to snare the late shopping crowds.

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MERGER

(Continued from Page 1)

Under this arrangement, the Canadian Moving Picture Digest, which has been published continuously since 1915, will cease publication with the current issue. Paid subscribers of The Digest will have their subscriptions transferred to the Canadian Film Weekly, which now becomes Canada's only exclusive motion picture trade journal.

For the greatest part of its 41 years, The Digest was under the editorship of the late Ray Lewis, and upon her death in 1954, was continued under the direction of her son, Jay L. Smith, who had been associated with her for a number of years on The Digest.

"We are proud to inherit the fine tradition of service to the Canadian Motion Picture Industry which Ray Lewis created through The Digest so many years ago, and which was carried on by her son Jay," said Bossin. "We'll try to live up to it in the best way we know and we realize that it is quite a challenge. We'll miss Jay from around these parts. Things around here will be a lot duller for his absence."

Fox Title Change

Hollywood: "An Affair To Remember" is the new title for "Love Affair," Jerry Wald production for 20th Century-Fox starring Cary Grant and Deborah Kerr.

The romantic drama, the first of 18 films Wald will make for Fox release, will go before the CinemaScope cameras shortly under the direction of Academy Award winner Leo McCarey.

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On the Beam

(Continued from Page 1)

no man, nor woman, could ever hope to come even close to filling those footsteps. I have, however, tried my utmost, to continue the tradition of service to the Industry, which Ray Lewis established over so many years.

The mere fact that The Digest was able to survive the terrific loss of its Editor and Publisher, and continue from that time up to the present issue, seems to indicate that my efforts were not wholly in vain, and for this I can take some small solace.

In this last column, I would like to publicly acknowledge the really terrific co-operation and support I have received these past three years from Hilly Cass and Chet Friedman at M-G-M, from Charles Chaplin and Archie Laurie of United Artists, from Frank Fisher, Frank Vaughan and Charles Mason at JARO, from Jack Labow at RKO, from Peter Myers and Sam Glasier at 20th Century-Fox, as well as from Gordon Lightstone and Win Barron at Paramount, Haskell Masters and Irving Herman at Warner Bros., Alf Perry and Walter Kennedy at Empire-Universal, and Louis Rosenfeld and Harvey Harnick at Columbia.

Some have helped more than others, in some cases for personal reasons, and in some cases because it was within their power so to do. Some have helped less, in some cases for personal reasons, and in some cases because it was not within their power to do more.

However, to all of you, who have in various degrees helped to make it possible for The Digest to continue to serve the Industry, my heartfelt thanks. Were it not for the fact that I feel I owe it to my own family to again take advantage of the wonderful Arizona climate, I would probably be still thanking you for your support on the occasion of the 50th Anniversary of The Digest, or more.

To Nat Taylor and Hye Bossin, who through their purchase of The Digest have made possible my early departure for the Southwest, my thanks also, and especially for the gracious manner, and genuine spirit of co-operation they have shown me during our negotiations. Had they so wished, it could have been a great deal more difficult for me to conclude a satisfactory transaction, and I am deeply grateful to both Nat and Hye for their assistance.

And now, the hardest part of all. To all my friends in the Industry in Canada, and I am conceited enough to think they are numerous, goodbye and God bless you, and if you are ever in Phoenix, Arizona, please look us up.

Free Show Headache

Ottawa: Free shows have become the bane of Ottawa exhibitors. This month there was the presentation of a French program at the National Research Council theatre sponsored by the Film Council of Eastview, and followed by English-language films for five nights in the same theatre with the co-operation of the Ottawa Film Council. Saturday morning free shows for juveniles are featured at the National Museum, successive feature-length pictures being "The Overlanders" and "Jacare". The controversial "Martin Luther" was presented four nights in one week at as many different churches. The Ottawa Film Society also had a Sunday matinee performance for its many members at an independent commercial theatre.

Want Tax Cut

Prince Albert: City council has referred to its finance committee a petition from the two Prince Albert theatres for a substantial reduction or abolition of the civic entertainment tax.

The petition contended television users pay no city tax although television is in direct competition with theatres. "The most striking thing in connection with the drop in theatre attendance and the growth of its competitor, television, is the tax factor," the petition said.

CBC-TV

(Continued from Page 1)

shown. "The Birth of a Baby," a theatre release from the U.S.A., had many runs some years back while another theatre picture, "The Prostitute", from Italy is available to exhibitors at the present time.

New Comedy Team

New York: Bob Hope and Fernandel, internationally-famed comedian, will co-star in "Trouble In Paris", an original comedy to be filmed in the French Capital, it was announced jointly by Hope and Arthur B. Krim, President of United Artists, which will release the film.

FRANK LAWSON

(Continued from Page 1)

An Odeon theatre manager since 1948, Frank Lawson has presided at the Paradise and Danforth during the last nine years. Prior to joining Odeon Theatres he spent two years in South America following wartime service with the R.C.A.F.

Frank Lawson has won many industry showmanship awards and led the countrywide exploitation contest run by Odeon Theatres during 1955. His new appointment is in keeping with the Rank Organization's policy of promotion from within the Company.

BOMB HOAX

(Continued from Page 1)

It was a Saturday night and the house was crowded but Gallop decided to take no chances with the result that, in order to avoid any semblance of panic, he announced a power failure had halted the show and the patrons would be given passes as they left the theatre. The police found no traces of a time bomb. Previously the Capitol Theatre in Ottawa had been similarly hoaxed during the engagement of "Love Me Tender."

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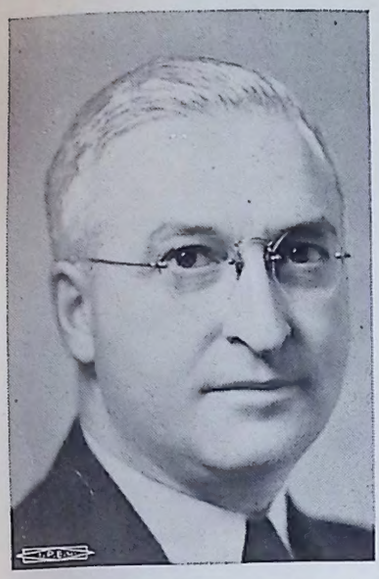


CHARLES CASHMAN, veteran sales executive of Photo Engravers & Electrotypers, who was honored by his friends in the Film Industry with a testimonial dinner upon his recent retirement.

Radio Sales Still Up Television Sales Off

Ottawa: The Dominion Bureau of Statistics, has announced that the sale of television sets in Canada for the month of November declined to 61,396 from the total of 112,099 for the same month of 1955. In the 11 months January-November last year, 548,632 television sets were sold, compared with 680,445 for the same period in 1955. January-November sales of radio receiving sets numbered 623,636 against 545,047 for the 11 months of the previous year.

Anne Francis Cast

Hollywood: Anne Francis will play the Navy nurse wooed by Jeff Richards and won by Earl Holliman in "Don't Go Near the Water," M-G-M filmization of the best-seller novel by William Brinkley. The cast, headed by Glenn Ford and Anna Kashfi, also includes Keenan Wynn and Fred Clark.

NOMINATIONS

(Continued from Page 1)

"Around the World in 80 Days" (UA), **"Friendly Persuasion"** (AA), **"Giant"** (WB), **"The King and I"** (20th-Fox), **"The Ten Commandmants"** (Para.)

Nominated for the best performance by an actor are: **Yul Brynner** ("The King and I"), **James Dean** ("Giant"), **Kirk Douglas** ("Lust For Life"), **Rock Hudson** ("Giant"), and **Sir Laurence Olivier** ("Richard III").

Nominated for the best performance by an actress are: **Carroll Baker** ("Baby Doll"), **Ingrid Bergman** ("Anastasia"), **Katharine Hepburn** ("The Rainmaker"), **Nancy Kely** ("The Bad Seed"), and **Deborah Kerr** ("The King and I").

Nominated for the best performance by a supporting actor are: **Don Murray** ("Bus Stop"), **Anthony Perkins** ("Friendly Persuasion"), **Anthony Quinn** ("Lust For Life"), **Mickey Rooney** ("The Bold and the Brave"), and **Robert Stack** ("Written on the Wind").

Nominated for the best performance by a supporting actress are: **Mildred Dunnock** ("Baby Doll"), **Eileen Heckart** ("The Bad Seed"), **Mercedes McCambridge** ("Giant"), **Patty McCormack** ("The Bad Seed"), and **Dorothy Malone** ("Written on the Wind").

Nominated for the best direction are: **Michael Anderson** ("Around the World in 80 Days"), **Wiliam Wyler** ("Friendly Persuasion"), **George Stevens** ("Giant"), **Walter Lang** ("The King and I"), and **King Vidor** ("War and Peace").

Sign Joan Fontaine

Hollywood: Joan Fontaine has been signed by M-G-M for the studio's filmization of James A. Michener's "Until They Sail," one of the stories in Michener's book, "Return to Paradise."

UA BLOCKBUSTER

(Continued from Page 1)

In all, 23 new features designed to fill a wide variety of theatre needs will be made available to exhibitors in the five-month span.

Striking a note of high optimism over UA's business prospects for the coming year, Mr. Heineman told the assembled district managers and sales officials from every territory in the United States and Canada that the company now was in the strongest product position in its 38-year history and was confident that 1957 would be its greatest year.

"In the six years since Arthur Krim and Bob Benjamin took over the leadership of United Artists," Mr. Heineman declared, "our company has become an increasingly vital source of quality product and an increasingly important factor in the total industry picture. This tremendous growth has been made possible by the support of theatremen who have responded to our ability to deliver box-office films.

"Today we are at a new summit in our long-range expansion program," Mr. Heineman announced. "And beginning next month we will supply to exhibitors in the United States and Canada the most concentrated lineup of outstanding features that we have ever scheduled. These releases represent the top stars, producers, directors and writers working in the industry today.

"Since 1951," Mr. Heineman said, "our grosses have steadily increased. Last year we did a record business of $65,300,000. With the concentration of first-line product that we are now offering and the tremendous promotion backing it, the coming year should prove the best we have ever known."

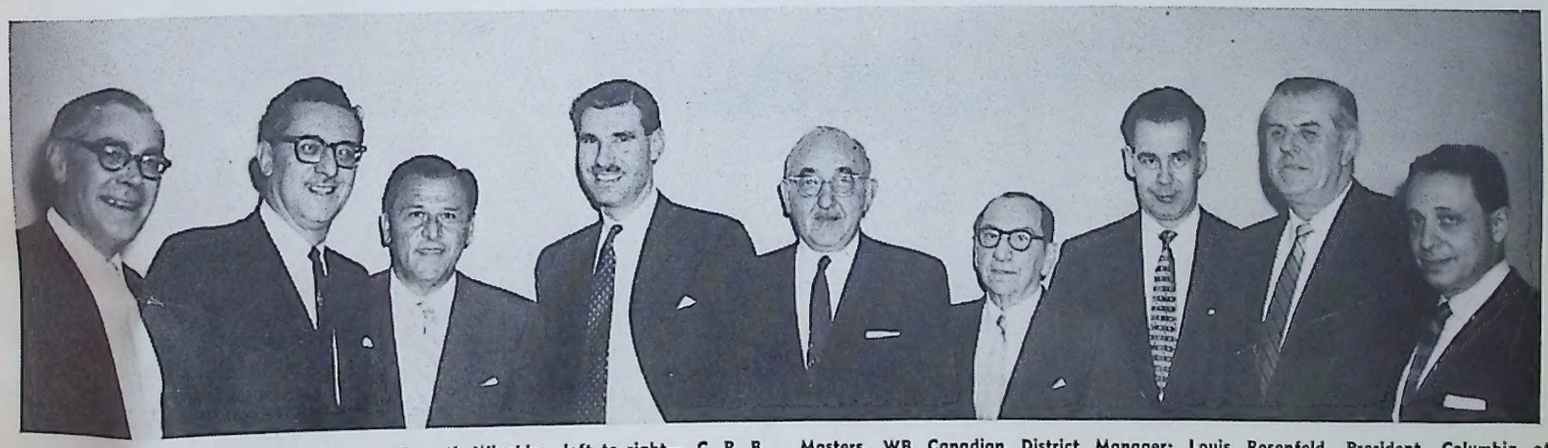
Commenting on the general industry picture, the UA distribution chief declared, "We are confident of the future, and we are expressing this confidence by meeting the demand for quality product. Despite competition and changing markets, theatrical motion pictures still stand as the world's first line of entertainment. To sustain and strengthen the medium by distributing the best possible film will continue to be the first order of business at UA."

The ten blue-chip features going into release from March through July include Security Pictures' **"Men In War,"** starring Robert Ryan and Aldo Ray; Bryna Productions' **"Spring Reunion,"** starring Betty Hutton and Dana Andrews; Hecht, Hill and Lancaster's **"The Bachelor Party,"** starring Don Murray; Orion-Nova's **"12 Angry Men,"** starring Henry Fonda, and The Associates and Aldrich Company's **"The Ride Back,"** starring Anthony Quinn and William Conrad.

Also Titanus Films' Technirama production of **"The Monte Carlo Story,"** starring Marlene Dietrich and Vittorio De Sica; Otto Preminger's **"Saint Joan,"** starring Richard Widmark with Jean Seberg in the title role, and Hecht, Hill and Lancaster's **"Sweet Smell of Success,"** starring Burt Lancaster and Tony Curtis. Slated for pre-release in July is Stanley Kramer's multi-million-dollar VistaVision spectacle, **"The Pride and the Passion,"** starring Cary Grant, Frank Sinatra and Sophia Loren.

All-Star Cast

Hollywood: Sir Laurence Olivier, Burt Lancaster and Vivien Leigh will join Deborah Kerr in the all-star cast of the Hecht, Hill and Lancaster screen version of Terence Rattigan's Broadyay hit, "Separate Tables," to be made for United Artists release. Olivier also has been signed to direct the film which Harold Hecht will produce in Hollywood.



At the recent Odeon cocktail party for Kenneth Winckles: left to right— C. R. B. "Chris" Salmon, Odeon Executive Vice-President; Charles S. Chaplin, UA Canadian District Manager; Harvey Harnick, Columbia of Canada General Manager; Kenneth Winckles, Joint Managing Director, the J. Arthur Rank Organization; Haskell M. Masters, WB Canadian District Manager; Louis Rosenfeld, President, Columbia of Canada; Frank Scott, JARFD Toronto Manager; Frank Fisher, Odeon General Manager; Walter Manley, Republic Pictures Canadian Representative.

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